

CEO E-Briefing

A weekly report to City Council and the community

May 11, 2012

No. 32



CEO's Message



Something fishy going on!

Sometimes a picture (or poster) is worth a 1,000 words. The City is partnering with the Costa Mesa/Newport Harbor Lions Club to put on the 65th Annual Fish Fry June 1-3 at its new home in Fairview Park. Please mark your calendar for this great community event.

Tom Hatch, chief executive officer, City of Costa Mesa

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<http://tinyurl.com/ebriefing>

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☒ Comments or suggestions, please contact
william.lobdell@costamesaca.gov



City of Costa Mesa



Costa Mesa City Hall

Community Calendar

SATURDAY May 12: The SoCo Farmers Market will be held from 9 a.m. to 1 p.m. at the SoCo Collection shopping center at 3315 Hyland Avenue.

At 7 p.m. Costa Mesa Speedway at OC Fair & Event Center kicks off its 44th season of speedway motorcycle racing with an exciting night of speedway motorcycle, sidecar and youth motorcycle events. Tickets are \$20. More information can be found [here](#).

Music blooms with blues, rock and Woodstock at the 4th Annual Spring Concert Series at the Orange County Market Place through Sunday. Free admission with a canned food donation to benefit Second Harvest Food Bank of O.C. More information can be found [here](#).

MONDAY MAY 14: Costa Mesa Planning Commission meeting will take place at 6 p.m. in the Council Chambers. An agenda can be found [here](#) when available.

TUESDAY MAY 15: City Council will meet at 6 p.m. in the Council chambers. When ready, the agenda can be found [here](#).

THURSDAY May 17: City Council Special Study Session will begin at 4:30 pm. The meeting will include a presentation on a fire department restructuring plan and information on the City's capital plans for the next fiscal year. An agenda can be found [here](#) when available.

Local nonprofit Save Our Youth (SOY) invites you to attend its 4th Annual SOY Fiesta from 5 to 8:30 p.m. at the Halecrest Park Clubhouse, 3107 Killybrooke Lane. This is its largest fundraiser of the year and organizers hope that you can either participate as a sponsor or come to the event and enjoy a great evening with friends, food, cocktails, silent auction, opportunity drawing and more. The event will once again be catered by Taco Rosa. For more information, call (949) 548-3255.

FRIDAY May 18: Find your mind-body connection at the Longevity NOW Conference! This holistic health, mind-body-spirit and longevity event will run for three days (Friday to Sunday) at the Orange County Hilton, 3050 Bristol Street. For more information and to register, click [here](#).

SATURDAY May 19: Mesa Verde's 21st Annual Garage Sale will take place from 8 a.m. to 2 p.m. Call 714-540-7355 or sign up online at www.TorelliRealty.com

SUNDAY May 20: The Costa Mesa Historical Society will present a talk on how to preserve your family heirlooms by genealogist Hal Horfrocks at 2:30 p.m. The society is at 1870 Anaheim Ave. in Lions Park.

FRIDAY June 1: The 65th annual Costa Mesa Fish Fry migrates to Fairview Park to continue this uniquely Costa Mesa tradition and give it a new twist as the Fish Fry. The event runs through Sunday. Check the City's website for more information.

SATURDAY June 2: The Costa Mesa Senior Center will help you get the junk out of your trunk. Fill your car's trunk with items you want to sell and drive over to the senior center and sell it. The event will run from 8 a.m. to 3 p.m., and a parking space rents for \$10 for center members and \$15 for non-members. Shoppers are free. For more information, call (949) 645-2356.

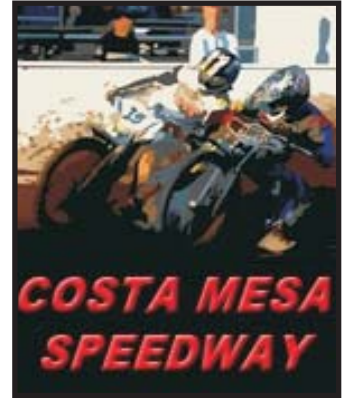
The city will have dumpsters available from 8 a.m. to 2 p.m. throughout the Westside for residents to throw away large items such as couches, mattresses and tables. The dumpster locations will be at the corners of Shalimar Drive and Placentia Avenue; West 18th Street and Pomona Avenue; Hamilton Street and Maple Avenue; Wilson Street and Maple Avenue; El Camino Drive and La Salle Avenue; Mendoza Drive and Mission Avenue; Monrovia Avenue and Center Street; and mid-block on Coriander Drive.

The 8th annual Bub-A-Que, in honor of the late Estancia grad Brian "Bubba" Kapko, will begin with a tailgate BBQ at Angel Stadium in the late afternoon followed by an Angels game. Your \$40 donation includes 1 ticket to the game, a commemorative t-shirt, food and drinks. The money raised will go to community organizations, causes and individuals that Brian cared about deeply. Go to <http://briankapko.com/> for more information.

MONDAY June 4: The Orange County Transportation Agency will hold a public hearing at 6 p.m. at Orange Coast College to discuss the controversial 405 Freeway Improvement project. The agency favors an option that will expand the 405 through Costa Mesa by two lanes, moving the freeway closer to homes and causing each bridge over the freeway to be demolished and rebuilt to accommodate the extra lanes.

SATURDAY June 9: The American Cancer Society's 2012 Costa Mesa Relay for Life is coming up to Estancia High School. Each year, across the nation, the Relay for Life brings together entire communities across the nation to take part in the fight against cancer. Now is the time to get signed up so the 2012 Relay will be even bigger than last year! More information is available at relayforlife.org/costamesaca.

For a complete list of community events, click [here](#).



CEO's Office (Continued)

Public hearing on 405 expansion set for June 4

City staff has coordinated with Orange County Transportation Agency to schedule a public hearing in Costa Mesa at 6 p.m. on June 4 at Orange Coast College to discuss the controversial 405 Freeway Improvement project. The OCTA is proposing to expand the San Diego (405) Freeway between the Corona del Mar (73) Freeway and the 605 Freeway. The agency favors an option that will expand the 405 through Costa Mesa by two lanes, moving the freeway closer to homes and causing each bridge over the freeway to be demolished and rebuilt to accommodate the extra lanes.

Alternative 3 – Adds one GP and one Express Lane



Existing carpool lane to be combined with the Express Lane providing a dual lane Express Facility, like SR-91

Two locals qualify for state Amateur Golf Championship

Congratulations to Costa Mesa residents Jordan McRobie and Jake Knapp, both of whom recently qualified for the 101st California Amateur Golf Championship, which will be held in late June at La Cumbre Country Club in Santa Barbara. The two made the cut in a qualifying match at Oak Creek Golf Course in Irvine on May 8. Knapp finished one stroke off the lead and tied for second after carding a three-under-par 68. He will be honored for his achievements at the Tuesday City Council meeting.



Jake Knapp

Railing removed from library entrance

To prevent the homeless from storing property and bikes outside the Donald Dungan Library in Lions Park, the City has removed the railing outside its entrance and put up bollards. The Churches Consortium Costa Mesa distributed information to the homeless about available free storage at the nearby Crossing church.



SECRET SPOT

Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: You could swap him out.

To get the whole picture, see page 6.

CEO's Office (Continued)

Special study session on Thursday: fire department restructuring, capital budget

A special City Council study session will be held at 4:30 p.m. on Thursday, May 17. First, Interim Fire Chief Tom Arnold will give a presentation on a potential restructuring of the fire department that will decrease response times and save money. And second, Finance Director Bobby Young will discuss the City's capital budget for the 2012-23 fiscal year as part of a series of study sessions on next year's budget. Another budget-related study session is scheduled for next Thursday afternoon as well. The meetings will take place in the council chambers.



Development Services



Thanks to donors to Neighbors for Neighbors event

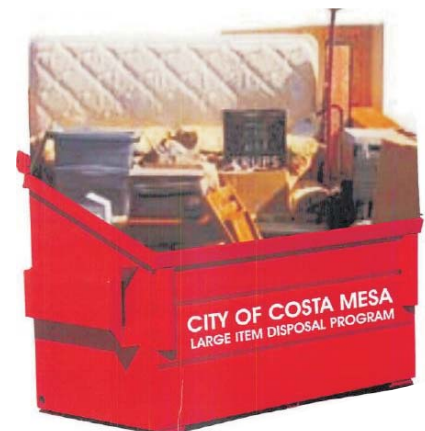
The City of Costa Mesa would like to thank its donors for their support of the 2012 Neighbors for Neighbors Program. Last month, city staff and approximately 100 volunteers combined efforts to assist low-income neighbors paint the exterior of their homes.

Donors giving \$2,000 and above: Vista Paint; \$1,000 and above: CJ Segerstrom & Sons, Metro Pointe at South Coast, South Coast Plaza; \$500 and above: Ralph's, Ware Disposal, See's Candies; \$200 and above: Ganahl Lumber, Scott Fazekas & Associates, Inc., Barr & Clark, Mesa Verde Plaza; \$100 and above: AY Nursery, Sheppard Mullin, Weichman Associates-Realtors, South Coast Repertory; and under \$100: American Residential Services, Angels Baseball, Dodgers Baseball, Ducote & Associates, Costco, Maggiano's Little Italy, Souplantation and Sweet Tomatoes.

June 2 will be dumpster day for Westside

On Saturday, June 2 from 8 a.m. to 2 p.m., the city will have dumpsters available throughout the Westside for residents to throw away large items such as couches, mattresses and tables. The dumpster locations will be at the corners of:

- Shalimar Drive and Placentia Avenue
- West 18th Street and Pomona Avenue
- Hamilton Street and Maple Avenue
- Wilson Street and Maple Avenue
- El Camino Drive and La Salle Avenue
- Mendoza Drive and Mission Avenue
- Monrovia Avenue and Center Street, and mid-block on Coriander Drive



Public Services



Alley improvements underway Monday in Mesa Del Mar

Construction is scheduled to begin on Monday for the rehabilitation of the Mission Drive alley in the residential area between Mission Drive and Valencia Street, and Mendoza Drive and LaSalle Avenue. The work will include the removal of the existing alley pavement and construction of new concrete pavement. The work will take approximately 6 weeks and cost \$202,000. It is funded by Community Development Block Grant (CDBG) funds.

Eastside residents hear about major street improvements

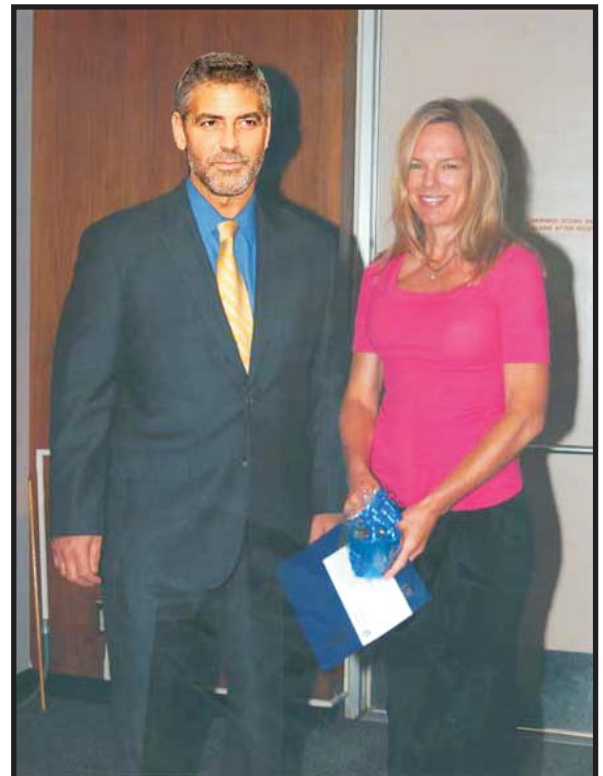
More than 60 residents attended a city-hosted community meeting on the Eastside of Costa Mesa to tell residents about a \$6.5 million project to repave roads and repair sidewalks throughout the neighborhood from Newport Boulevard to Irvine Avenue and 15th Street to 21st Street. The repairs will begin in July and continue through January.

Asst. Engineer Susan Santoro accepts job with MTA

It is a bittersweet goodbye for the Public Services Department as Asst. Engineer Susan Santoro leaves Costa Mesa for a job with the Los Angeles County Metropolitan Transportation Authority.

Susan was recruited from the City of Corona in 1998 as an engineering technician before advancing to assistant engineer. During her 14 years of employment with the City of Costa Mesa, she has been instrumental in the completion of many capital improvement projects, street rehabilitations, and projects in the public right-of-way. Susan developed expertise in many areas of engineering, including project management, contract administration, and compliance with federal and state labor laws. Her major projects include the Police Department Facility Annex, various utility undergrounding projects, and street rehabilitation projects.

Susan was known for always going above and beyond in her duties. She was an exemplary employee that is well respected by her colleagues and the community. The Public Services is sad to lose one of its own, but congratulates Susan on this achievement and wishes her the very best.



Susan and unidentified admirer at her farewell party.

FINAL WORDS

Good ethics make better relationships

By Michael Josephson

While I believe that good things tend to happen to people who consistently choose the high road, the correlation between ethics and success is a loose one at best. Thus, it's pretty hard to sincerely promote ethics by appeals to self-interest.

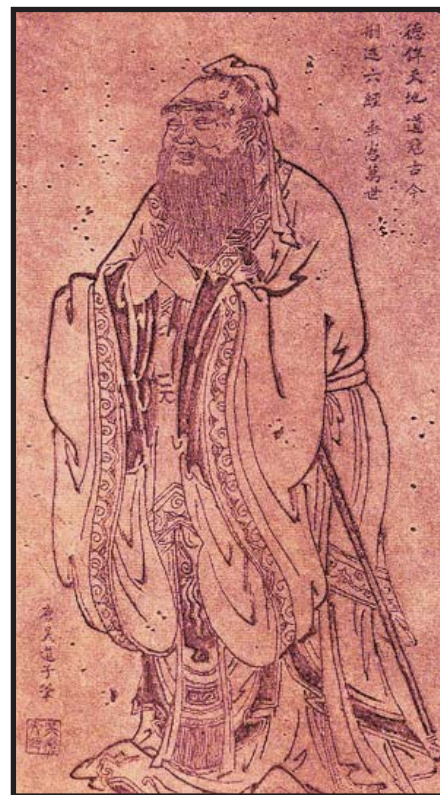
What's more, when self-interest is the controlling justification for moral behavior, moral reasoning is replaced by a pragmatic cost-benefit analysis that invites rationalizations and condones selfishness. When people are kind, honest, or respectful only when there's a pay-off, or obey rules only when they think the risk of punishment is too great, ethical behavior is just an investment. Judging by the amount of lying, cheating, and other dishonorable conduct out there, it's not generally regarded as a good investment.

Too often honesty and other virtues impede rather than improve chances for success. For those who are unwilling to pay dues for their integrity, ethics simply costs more than they're willing to pay.

But there is an undervalued benefit of good character, a benefit we can promote in good faith to our kids, students, and employees: people who struggle to be good and decent have better relationships.

Traits like honesty, responsibility, compassion, and respectfulness may seem like expensive luxuries, but they're priceless assets when it comes to building enduring and rewarding relationships with our spouses, children, friends, and co-workers. For most people, good relationships marked by love, respect, and kindness are the best road to happiness. When you think of it, that's really quite a pay-off.

Michael Josephson is founder of the Josephson Institute, whose goal is to increase ethical commitment, competence, and practice in all segments of society. You can subscribe to Michael Josephson's free newsletters [here](#).



SECRET SPOTTED



Answer: The logo for the OC Market Place, a high-quality swap meet at the OC Fair and Event Center each weekend.